

JENNIFER JACOBS BOWCOCK

Chief Storyteller

PROFESSIONAL SUMMARY

Chief Storyteller with decades of global communications leadership, driving high-impact product launches, public affairs, and reputation management for brands including Apple, Dolby, AT&T, Ogilvy and RealPage. Proven track record in shaping policy conversations, orchestrating major event keynotes, and securing top-tier media placements to elevate brand visibility and credibility. Skilled at building integrated PR frameworks, leading cross-functional teams, and forging strategic community and industry partnerships; seeks to scale storytelling to advance growth and influence.

EMPLOYMENT HISTORY

SENIOR VICE PRESIDENT, COMMUNICATIONS & CREATIVE

Aug 2023 - Present

RealPage

- ♦ Lead PR strategies addressing legislative issues with measurable influence in Washington, D.C. Regularly meeting with policymakers and staffers to shape housing legislation.
- ♦ Built a comprehensive PR framework, enhancing corporate visibility and reputation.
- ♦ Successfully launched Agenic AI PR campaign at company's largest event, RealWorld; developed launch keynote moment with technology luminary David Pogue and executives from RealPage and Open AI.
- ♦ Drove successful awards strategy, earning multiple company recognitions in *Forbes* and *Newsweek*.
- ♦ Executed a PR campaign, *The Real Story*, correcting misconceptions in antitrust litigation, achieving significant clarity.
- ♦ Rebranded corporate philanthropy program, *RealPage Cares*, forging strategic alliances with Habitat for Humanity.
- ♦ Successfully launched RealPage's first consumer product, LOFT, a resident solution platform driving PR and social media interest
- ♦ Spearheaded a comprehensive PR strategy that elevated brand visibility, resulting in significant media coverage and enhanced public perception.
- ♦ Implemented a data-driven approach to PR campaigns, utilizing analytics to refine messaging and achieve substantial engagement growth.
- ♦ Fostered partnerships with key influencers, amplifying campaign reach and strengthening community ties, leading to noticeable support for initiatives.
- ♦ Enhanced social media program to include global platforms, social media influencers and growth of existing channels. Currently managing 10 social media pages across 3 countries.

VICE PRESIDENT, GLOBAL COMMUNICATIONS

ChargePoint

- ♦ Managed executive and board communications, enhancing leadership visibility and strategic direction.
- ♦ Audited and restructured global PR and investor relations, improving partner alignment and efficiency.
- ♦ Hosted ChargePoint Day, boosting brand recognition and media engagement.
- ♦ Led major announcements with Starbucks and Volvo, enhancing corporate partnerships and public relations.
- ♦ Developed corporate narrative and media training, strengthening executive communication skills.
- ♦ Developed a compelling corporate narrative and executive media training program, fostering a stronger public image and communication skills.

CHIEF MARKETING OFFICER & STORYTELLER

Spatial, Inc

- ♦ Hired as employee #20 by former Apple and Nest executives to help form new spatial audio startup.
- ♦ Developed marketing strategy and brand identity.
- ♦ Implemented a comprehensive marketing strategy, driving engagement through targeted campaigns and establishing a solid influencer network.
- ♦ Fostered cross-functional collaboration to align marketing initiatives with product launches, ensuring consistent brand storytelling across channels.

VICE PRESIDENT, GLOBAL COMMUNICATIONS

Dolby

- ♦ Secured major media placements, enhancing Dolby's brand visibility globally.
- ♦ Led the launch of Dolby's 50th Anniversary and new HQ, driving significant public engagement.
- ♦ Coordinated a high-profile Smithsonian event, strengthening cultural partnerships.
- ♦ Oversaw a global team and PR agency, ensuring strategic communication alignment.
- ♦ Established Dolby's Women's Empowerment network, fostering an inclusive workplace.
- ♦ Orchestrated cross-functional initiatives with teams in the US, EMEA, and Asia, fostering a unified approach to global storytelling.
- ♦ Implemented targeted media outreach, resulting in key placements in top-tier outlets and elevating brand reputation significantly.

SENIOR PUBLIC RELATIONS MANAGER

Apple

May 2007

- ♦ Recruited to join original iPhone team; managed iPhone PR for the first four generations and launched original App Store.
- ♦ Directed global PR strategies, enhancing product visibility across five continents.
- ♦ Worked with high profile leadership team including Steve Jobs, Tim Cook, Eddy Cue, Phil Schiller and Greg Joswiak.
- ♦ Facilitated weekly strategy sessions, integrating industry insights for improved PR outcomes.
- ♦ Orchestrated consumer campaigns with top national shows, boosting brand recognition.
- ♦ Reported momentum strategies to executives, ensuring alignment with corporate goals.

DIRECTOR OF PR FOR VOICE & DATA PRODUCTS AND NATIONAL SPONSORSHIPS

AT&T/Cingular Wireless

May 2002

- ♦ Worked closely with AT&T CEO on executive communications.
- ♦ Launched 40+ wireless devices annually, enhancing voice and data communication offerings.
- ♦ Led \$41B acquisition broadcast communications with CEO, ensuring seamless integration.
- ♦ Managed top PR agencies, driving effective national sponsorships with major events.
- ♦ Managed strategic partnerships with major events like American Idol, NASCAR, Final Four, Fashion Week, significantly boosting brand recognition and audience reach.

ACCOUNT DIRECTOR

Ogilvy PR / Alexander Ogilvy

1997 - 1998

EDUCATION

BS, COMMUNICATIONS

Georgia Southern University

1994

ADDITIONAL INFORMATION

PROFESSIONAL ATTRIBUTES

- ♦ 2025 - Honored by Ragan as one of the *Top Women in Communications*
- ♦ 2025 - Invited and joined University of Georgia and Grady College of Journalism Crisis Communications Think Tank and serve as a Board Advisor
- ♦ 2023 - 2025, Make-A-Wish Foundation volunteer (Atlanta)
- ♦ 2017 - Named one of 'Most Influential Woman in San Francisco' by *SF Business Times*
- ♦ 2016 - 2019 - Exclusively invited; joined Brand 50, a World 50 marketing community
- ♦ 2015 - 2019 - Exclusively invited; joined AWE, Advancing Women Executives
- ♦ 1996 - 1997 & 2013 - 2015, PR Board Advisor, Make-A-Wish Foundation (Atlanta & SF)